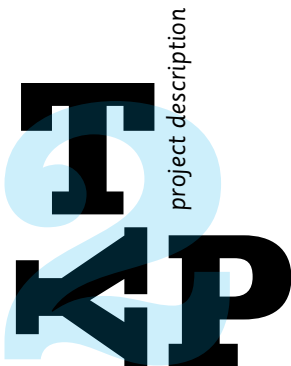


TYPE AND STRUCTURE

due April 23/24

*note that Earth Day is April 22

If every American home replaced just one light bulb with a greenlite, we would save more than \$600 million in annual energy costs and prevent greenhouse gases equivalent to the emissions of more than 800,000 cars.



MARYLAND INSTITUTE
COLLEGE OF ART

Spring 2008
professor Brockett Horne
vox: 773 354 5095
bhorne@mica.edu

objectives

explore semantic messages.
explore typography and dimensional structure.
explore typographic systems.

description

create a package for an eco-friendly light bulb, greenlite.

method

in-class april 2/3: brief in-class sketching exercise.

for april 8/9: create three rough prototypes of a container to hold one greenlite. the container should **identify** the product, **protect** it, and **entice** the user to purchase it. your solution should utilize no images, only typography. your container could be a box, bag, can, tube, cushion, octagon, UFO, or anything else you like.

the text on your package must contain:

greenlite
an eco-friendly bulb
60W equivalent
softwhite
10 year warranty
One greenlite is the equivalent of ten regular bulbs! Greenlites use 75% less energy, burn 75% less heat, increase safety, and save energy costs: up to \$50 over the life of each bulb.

your package may also contain other texts that you deem appropriate, charts, and/or a bar code if you like.

reading

John Maeda, *The Laws of Simplicity structures in graphic design* (excerpt, Law 1) 2006

research ideas

structural packaging workbook by josep garrofé, *packaging prototypes* by dennison and cawthray, *graphis magazine packaging annuals* (check flickr for slideshows), eco-friendly materials, compact fluorescent lighting